

Sharing Your School Wellness Success with the Media

What... is the story and key message you want to

share?

- Start with your main message – this should be the “hook” for the media’s interest (and audience’s interest). Think of what answers the questions:
 - So what?
 - Who cares?
 - What is in it for me?
- Develop 2-3 supporting messages. These should be the main points of what occurred. Be sure to use positive language here and include some of the following:
 - specific examples;
 - facts/statistics;
 - personal stories or anecdotes;
 - comparisons; and/or
 - benefits.

Who... is the audience you want to receive your

information?

Identifying your audience is key. A media savvy person or organization always considers the audience they want to reach first and then molds their messages around the interests and media habits of their audience. For example, does the audience you want to reach receive their information primarily via television news? If so, getting your story out via television news and not newspaper print should be a priority.

How... do you get the information out?

Seek out key media contacts in multiple media venues. Some suggested contacts to make include:

- Daily/Local Newspapers;
 - City desk
 - Education reporter
 - Health reporter
- Television;
 - Assignment editor/producer
 - Education reporter

- Radio;
 - Public affairs director or reporter.

When submitting your story, be sure to:

- Include your key messages up front.
- Include your contact information.
- If sending by e-mail (an often preferred avenue) be sure to create a subject line that will grab attention.
- Avoid sending attachments.
- Always follow-up with a telephone call.

Source: Montana School Wellness in Action: A Step-by-Step Guide to School Wellness Policy Implementation